

Plaintiffs' Exhibit 135

Message

From: Ali Nasiri Amini [amini@google.com]
Sent: 9/30/2014 8:21:28 AM
To: Varun Ramanujam [ramanujam@google.com]
CC: Nirmal Jayaram [nirmaljayaram@google.com]; Johan Land [johanland@google.com]; Alok Aggarwal [aloka@google.com]
Subject: Re: [Update] [hold] GDN one-off: Review of Global Bernanke Launch Plan

Alok,

Now that you have established your talents in naming, please help us to find good names for

- 1) Project Bluray
- 2) Nick's REGMH algorithm

On Mon, Sep 29, 2014 at 2:50 PM, Varun Ramanujam <ramanujam@google.com> wrote:
ditto that!!

On Mon, Sep 29, 2014 at 2:44 PM, Nirmal Jayaram <nirmaljayaram@google.com> wrote:

Lol. Sounds good to me :)

On Sep 29, 2014 2:29 PM, "Johan Land" <johanland@google.com> wrote:

Nice :)

On Sep 29, 2014 2:26 PM, "Alok Aggarwal" <aloka@google.com> wrote:

-lots

We need a new name. How about Project Bell, after Alexander Graham Bell who made the first call. Get it, first call? :)

On Mon, Sep 29, 2014 at 11:23 AM, johanland@google.com <johanland@google.com> wrote:

Hey folks,

For this discussion I want us to do the following:

1. Agree on necessary steps to launch Global Bernanke
2. Discuss each step
 - 2a. Decide on launch tuning (margin constraints, etc.)
 - 2b. Signal (real time, frequency of updating)
 - 2c. Publisher override (tag, server side)
 - 2d. Commercialization
3. Set/agree/estimate some form of timeline

Looking forward to chatting!

/Johan

[hold] GDN one-off: Review of Global Bernanke Launch Plan

When Tue Sep 30, 2014 1:30pm – 2pm Pacific Time

Where MTV-900-2-Mayari (20) GVC, TOR-111-11-Royal York (4) GVC,
https://plus.google.com/hangouts/_/google.com/hold-gdn-one (map)

Video call https://plus.google.com/hangouts/_/google.com/hold-gdn-one

Who

- Woojin Kim - organizer
- Emily Strichartz - creator
- Drew Bradstock
- Gang Wang
- Masha Schneider
- Max Loubser
- Johan Land
- Jim Giles
- Ali Nasiri Amini
- Scott Spencer
- Alok Aggarwal
- Nirmal Jayaram
- Varun Ramanujam
- Bahman Rabii